

# MURESCO

*for* WALL *and*  
CEILING  
DECORATION



WHITE  
*and*  
TINTS

## Benjamin Moore & Co.

NEW YORK  
NEWARK  
CHICAGO  
CLEVELAND



TRADE MARK REG.

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**DON'T POSTPONE  
DECORATING!**

The necessity of maintaining property values and the beauty of living surroundings in the home is well recognized by everyone.

The home manager has a double problem—first, how to manage economically; second, how to keep the morale of the family at a high point. When they assemble, tired from business effort and school, you should remember that bright, cheerful, colorful, beautiful rooms are a tonic to tired nerves, for here is rest for rebuilding for the work of tomorrow.

Gloomy, faded walls are depressing to you during your daily tasks and become a constant (and unnecessary) challenge to good nature and cheerful living.

It might be that your job would be too small to require a painter, but if you decide to "do-over" an entire floor or all the rooms in your home, call him in. He will gladly give you an estimate—since he can apply MURESCO rapidly with his wide brush, and the one coat necessary doesn't take long.

However, if your budget does not permit the employment of your regular painter for this task, you will be surprised to find how easily some member of the family can mix MURESCO, and apply it. Your dealer can outfit you with the proper wide brush, the MURESCO, and "presto" YOUR HOME IS NEW AGAIN.

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MURESCO—  
*and the PAINT BUDGET*

An amount of MURESCO costing less than \$1.50, will do over the average size room. Soft, beautiful tints of walls and ceilings are more necessary than anything else in making rooms attractive. There are 18 modern MURESCO Tints to choose from. A five pound package of MURESCO will cover from 250 to 300 square feet, and for a small expenditure the whole interior of a home can be renovated.

**CHOOSE YOUR  
FAVORITE COLOR**

for each room, and go right ahead. MURESCO can be applied quickly and easily and will beautify the home at a surprisingly low cost. If directions are followed, one coat will cover solidly on practically any surface. MURESCO White and in various Tints is packed in 5-lb. packages with simple directions printed on the side. **JUST MIX BOILING WATER WITH THE POWDER, STRAIN IT, STIR IT, AND APPLY.**



# MURESCO

FOR WALLS AND CEILINGS

Muresco, when mixed and applied according to the following directions, will kill suction, will not show laps, and will make a perfect, smooth, velvet-like finish that will not rub off, crack or peel. It is essential to always mix Muresco with Boiling Water.

## DIRECTIONS FOR MIXING

1—Put Boiling Water in pail add Muresco to it in the proportions of 5 lbs. of Muresco to 4 pints of Boiling Water; adding Muresco gradually, stirring until all ingredients are smoothly mixed.

2—Let mixture stand until cold, when it will appear to be jelled.

3—Then add one pint of cold water and stir until mixture is of a creamy consistency.

4—Strain thru cheese-cloth or a coarse strainer and Muresco is ready for application.

In warm or humid summer weather, it is advisable to strain and apply Muresco soon after mixing; as it works best while warm under these conditions.

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## DIRECTIONS FOR USING

It is very important that everything used in the mixing and application of Muresco be perfectly clean. Brushes and all receptacles should be thoroughly cleansed to avoid souring.

Muresco should be flowed on evenly, keeping plenty on the brush without trying to rub it out too much.

In all cases old calcimine should be washed off.

To remove Muresco or Calcimine from ceiling or wall surfaces; wet a small area, about four feet square, with warm water applied with a Calcimine brush, then wipe off with a large damp sponge.

Under no consideration adulterate Muresco.

There is nothing in the composition of Muresco injurious to brushes.

## SIZING PLASTERED WALLS

To secure best results, plastered surfaces should be coated with a good sizing preparation.

We recommend Impervo Surfacer, a lime-proof oil size which fills the pores of plastered walls and ceilings, and resists the action of lime on colors, preventing spotting or fading.

Impervo Surfacer dries with a surface insoluble with water and avoids the necessity of re-sizing when Muresco is washed off, which is necessary when a glue size is used.

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## SUGGESTIONS

Any desired shade can be obtained by intermixing Muresco Tints, Muresco Fresco Colors and White, but each should be mixed separately, after which mix all together, and strain while warm. This is necessary to insure clear, even tints.

## COATING WALL PAPER WITH MURESCO TINTS

For sanitary reasons old wall papers should be removed from the wall when new decorations are contemplated, but if desired, ingrain or plain wall papers, if not made with aniline colors can be safely coated with Muresco without being sized or otherwise prepared, providing the paper is thoroughly bound to the wall.

Muresco should not be used on papers which are figured, especially with bright colors or gold, as the latter will stain through and the result prove unsatisfactory. We would not recommend a treatment of any kind to overcome staining or bleeding of aniline colors, as later the taking off of wall paper, so treated, will be very difficult and expensive. When in doubt about the colors in a wall paper, the safest way is to remove it, and then coat the wall with Muresco in the regular way.

On metal and smooth plaster surfaces, one pound of Muresco will cover fifty to seventy-five square feet one coat; on brick, sand finished and rough surfaces, one pound will cover thirty-five to fifty square feet one coat.



**M. BUTEN & SONS**  
EST. 1897 PAINTS and GLASS 7 STORES  
1834 South St. 33 North 7th St. 6926 Market St.  
5711 Germantown Ave. 5619 North Broad St.  
PHILADELPHIA, PA.  
624 Edgmont Ave., CHESTER, PA.  
41 N. 9th St. READING, PA.

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